DOCUMENT RESUME

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TITLE	Recognizing Fundraising Opportunities. [Training Manual and Videotape.]
INSTITUTION	American Library Association Video/Library Video Network, Towson, MD.
ISBN	ISBN-1-56641-051-7
PUB DATE	1998-00-00
NOTE	0p.; Running time 11 minutes; closed captioned; includes a 13 page training manual.
AVAILABLE FROM	Library Video Network, 320 York Rd., Towson, MD 21204-5179 (order #10517R, $99), Tel: 800-441-TAPE (Toll-Free), http://www.lvn.org
PUB TYPE	Guides - Non-Classroom (055) -- Non-Print Media (100)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Donors; *Fund Raising; Institutional Advancement; *Libraries; *Library Funding; Library Personnel; *Library Policy; Staff Development; Videotape Recordings; Workshops
IDENTIFIERS	*Gifts; Negotiation Processes

ABSTRACT

This videotape and trainer's package helps fundraisers prepare a 1.25 hour program with scripted training guidelines for use by experienced or novice trainers. The workshop is designed to make all library staff partners in the fundraising process and to demonstrate that the behaviors involved are the same as those normally used to give good customer service. As a result of the workshop participants will be able to: identify and act on fundraising opportunities; describe and utilize the connect, respect & pass on process; describe the different roles of staff in fundraising; and demonstrate an increased comfort level with the fundraising process and behaviors. Specifically, the training manual includes: instructions for using the training package; handout--key concepts; trainer's scripts; a donor bill of rights; sample gift policies; negotiating the appropriate gift; and contact information for five fundraising resources. (DLS)

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